

PHILIP MORRIS USA

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TO: Jerry Isaacs
FROM: Marian Wood *MM/nc*
SUBJECT: DAVE'S IMAGE STUDY NAME REQUEST

DATE: November 15, 1995

As we briefly discussed, we would like to conduct a telephone study in Seattle and Denver on Dave's imagery. The primary objectives of this study are to gain insights on Dave's smoker and brand imagery and to better understand Dave's positioning within the discount category among both discount and price sensitive premium smokers.

To maximize our resources, we have asked Andrew Schwartz to provide us with the smoker names obtained during the three waves of Dave's test market tracking.

As a supplement to the test market tracking names, we would like to include smokers from the Continuous Tracking Study who are located in these geographies and meet respondent qualifications. Specifically, we plan on speaking with 450 Discount smokers and 300 price sensitive Premium smokers. (Price sensitive Premium smokers are defined as premium price smokers who purchased a discount brand in the past seven days.)

At this point, we would just like to know base sizes for these respondent groups, preferably by age, gender and brand, if possible. Since we would like to begin fielding this study by the end of November, would it be possible to have your answer by November 17th?

Let me know if you have any questions/comments or if you would like any more information.

Thank you.

cc: J. Bonhomme
K. Eisen
E. Gawronski

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